

# 75 years

serving the local area

# 157,256

copies are read weekly

# 87%

of households in the area have the News delivered

# 26,400

page impressions on solihullnews.net

**SOLIHULL NEWS**

**Circulation: 74,379**

**Readership: 157,256**

**Unique Users: 9,364**

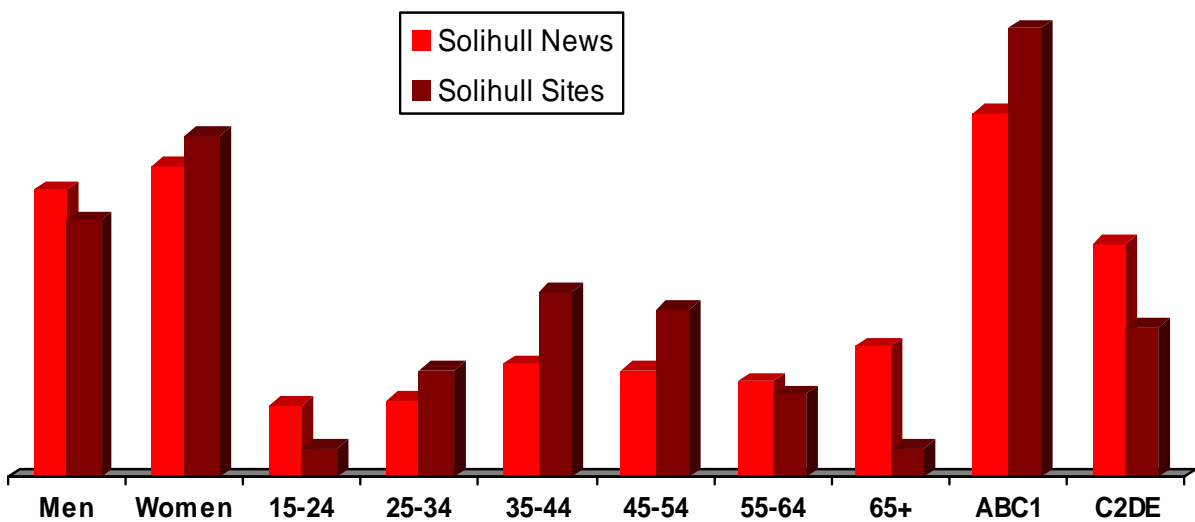
**Page Impressions: 26,400**



solihullnews.net is the leading local news website for Solihull, it is packed with breaking stories, and in-depth local community news, making this an excellent advertising medium for all sectors.

# AUDIENCE

The Solihull News reaches the area's most affluent consumers. The majority of readers and unique users are in ABC1 groups.



Demography	Readers	Readers Composition	Web Users Composition
Men	75,980	48%	43%
Women	81,276	52%	57%
15-24	19,586	12%	5%
25-34	20,224	13%	18%
35-44	29,679	19%	31%
45-54	28,054	18%	28%
55-64	24,504	16%	14%
65+	35,210	22%	5%
ABC1	96,112	61%	75%
C2DE	60,983	39%	25%

# COVERAGE

The News is read by more households than any other local newspaper in the area and provides an energetic and lively guide to life in Solihull.

Sector	Location	Circulation	Households	Penetration
B28 0	Hall Green/ Yardley Wood	4,830	5,210	93%
B28 9	Hall Green/ Yardley Wood	2,636	2,750	96%
B36 9	Solihull	1,937	3,910	50%
B37 7	Marston Green/ Chelmsley Wood	1,395	5,778	24%
B90 1	Solihull Lodge/ Majors Green	4,139	4,432	93%
B90 2	Shirley/ Haslucks Green	5,109	4,908	104%
B90 3	Shirley Street/ Shamons Cross	4,281	4,184	102%
B90 4	Monkspath	4,629	4,758	97%
B91 1	Solihull/ Sharmons Cross	4,337	4,321	100%
B91 2	Solihull/ Worlds End	4,299	4,417	97%
B91 3	Tudor Grange/ Widney Manor	4,490	4,253	106%
B92 0	Hampton in Arden/ Bickenhill	1,191	1,650	72%
B92 7	South Yardley/ Olton	4,652	4,606	101%
B92 8	Ulverley Green/ Olton	5,138	5,087	101%
B92 9	Elmdon Heath	3,435	3,357	102%
B93 0	Knowle	1,173	1,574	75%
B93 8	Bentley Heath/ Dorridge	2,864	3,003	95%
B93 9	Tilehouse Green	3,203	3,119	103%
B95 5	Edstone	1,462	1,988	74%
B95 6	Henley in Arden	41	904	5%
CV7 7	Henley in Arden	2,775	4,274	65%